

Approval Requested

  X   Final

       Preliminary

**Application for projects over \$500**

**Organization Name:** WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

**Project Name:** JV ADVERTISING PROJECT - SPRING REGIONAL MULTI-MEDIA CAMPAIGN

**Application Completed by:** JAN STODDARD

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

As the closest and most convenient gateway community for exploring all of Yellowstone National Park, West Yellowstone is also increasingly recognized as the most complete gateway offering products and services in a setting that embodies a true "sense of place." Our annual marketing plans identifies four target audience groups- family travelers, active mature travelers, geo-tourists, and groups. We overlay an activity focus (muscle-powered or motor-powered) to narrow specific targets to maximize our marketing ROI.

One of our marketing goals is to focus on the fact that we are THE closest gateway to Yellowstone, the most convenient for experiencing Yellowstone, especially targeting drive market population centers in a 5-10 hour radius (Utah, Idaho, Wyoming, Washington, Oregon, North and South Dakota, as well as southern Canada) and for some targeted campaigns, Montana. We want to focus on our traditional niche activities especially in winter and shoulder seasons.

Consequently, when approached by the Wendt Agency with a media partnership opportunity that focuses on our regional drive market and shoulder seasons, we wanted to participate. In addition to the West Yellowstone TBID partnering with us on the West Yellowstone portion, other regions and Chambers/CVB have the option of being involved. By combining individual ads, along with larger graphics of maps/routing, there will be an entire Montana section. Working together we can afford ad space, web presence, and editorial coverage we could not afford as a single entity.

The West Yellowstone Chamber/CVB will fund the print component of this campaign including two 1/6 page ads in Budget Travel and AARP in the Montana focused section described above. The AARP print option includes an added-value of presence at the AARP form/show in Las Vegas (250-400 travel guides or promotional pieces to be handed out at the event). The West Yellowstone Chamber/CVB and West Yellowstone TBID attended the 2012 AARP show in New Orleans with significant positive results (leads, calls, and actual bookings from destination travelers).

The West Yellowstone TBID is participating in this campaign and funding the web components, using the same creative concepts for future market penetration. The

online placement is alignment with our target market segments through content selection, granular data and geo-targeting. The demographic is Adults 35 plus with behavioral targeting in outdoor enthusiasm, in the market for a Montana vacation and interested in outdoor activities.

The placement will be geo-targeted on national and niche websites (examples may include Travelocity, About, Budget Travel, ABC News, etc.). These are premier ad placements (including home pages and within editorial content) on high-quality websites. There are three different types of creative that will be used on these sites:

- Standard banner ads
- Half Page Grand Gallery
- Rich Media Tabbed Banner Ads: customized the tabs with things like photo galleries, calendar of events, video, link to Facebook, etc.

### Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

1. Performance objectives include:
  - a. 1.5% increase in West Yellowstone Resort Tax Collections over the previous year (July 2012 through June 2013).
  - b. 1% increase in occupied room nights over the previous year (July 2011 through June 2012) as reported by West Yellowstone TBID collections
  - c. 0.6% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation (July 2011 through June 2012) as reported by the National Park Service.
2. Web and social media influence measured by:
  - a. 2% increase in annual website visitation over the previous year (July 2011 through June 2012)
  - b. 5% increase in social media website followers over the previous year including Facebook, Twitter, and Pinterest pages.
3. Private sector and public agency participation in at least two projects.

### Refer to the portions of your marketing plan, which support this project.

- Attract visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a family-friendly vacation destination in all seasons.
- Expand our marketing potential by participating in partnerships with private businesses and with other tourism organizations.
- Target our market as accurately as possible

### How does this project support the Strategic Plan?

Goal 1 Implement highly targeted consumer advertising/promotion campaigns

Goal 1.a Expand partnerships with tourism businesses/attractions as co-op partners.

Goal 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities

**Detail: media and components, budget, distribution.**

Print portion paid for by WYCC Accommodations funding:

Publication	Target Audience	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Editorial	Negotiated	Added
									Bonus	Value
Better Homes and Garden Special Advertising Wendt Special Section	Family/Leisure Traveler Regional	April	1/6 Page 4C	Custom Circulation WA/OR/ID/ No. CA AZ/ND/SD/MN	948,200	\$ 7,648	\$ 8.07	BHG Montana Special Section /Advertorial	2 Months In Book Reader Service, Online Reader Service, Advertorial E-Newsletter to 80,000	\$3,600
AARP	Active Mature	April- May	1/6 Page Formatted	Full Circulation	394,300	\$ 6,123	\$ 15.53	Advertorial/Display Ad	18 % Discount	\$3,985
Generational Travel - Montana Vacation	Pacific Northwest		Half Page Advertorial					Half Page Copy/Images Re: Generational Travel	Event Partner at AARP Events- Literature Distribution; Brand	
Wendt Special Formatted Page	60-69		Partnership with Two Partners					Three Ad Partners	Presence; Reader Service and leads for 6 months.	
<b>MAGAZINE TOTAL</b>					<b>1,342,500</b>	<b>\$ 13,771</b>	<b>\$ 10.26</b>		<b>BONUS:</b>	<b>\$7,585</b>

Corresponding web portion paid for by WY TBID funding:

Website	Dates	Location	Targeting	Creative Unit	Impression	Cost	CPM
Wendt Digital Partnership Co-op (Exclusive Bundled Package) Content, Context, and Rich Media Providing Brand Gallery, Lit,	4/15/13 - 6/17/13				1,187,912	\$ 8,823	\$ 7.43
	4/15/13 - 6/17/13	Customized Target Area: WA, ID, Portland, Minneapolis, Chicago, Sioux Falls, Minot-Fargo,	Channel & behaviorally targeted: Interest in travel, the outdoors, Montana Vacations, etc.	Standard banner ads: 300x250, 728x90	515,464	\$ 2,941	\$ 5.71
		Denver, Phoenix/Tucson, and Alberta					
					427,350	\$ 2,941	\$ 6.88
Large Attention Grabbing Units placement within (Package #2)	4/15/13 -	Customized Target	Channel &	Rich media tabbed			
		Minneapolis, Chicago, Sioux Falls, Denver,	outdoors, Montana Vacations,	include photo, video, Facebook, travel	245,098	\$ 2,941	\$ 12.00
	4/15/13 -	Customized Target	Channel &	Half-page Rich Media			
		WA, ID, Portland, Chicago, Sioux Falls, Denver,	Interest in travel, the Montana Vacations,	Photos, Video,			
<b>TOTAL</b>					<b>1,187,912</b>	<b>\$ 8,823</b>	<b>\$ 7.43</b>

# WEST YELLOWSTONE CHAMBER OF COMMERCE PROJECT BUDGET

## JV ADVERTISING PROJECT - SPRING REGIONAL MULTI-MEDIA CAMPAIGN

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Creative	\$900.00	+	\$2,500	=	\$3,400
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$900</b>		<b>\$2,500</b>		<b>\$3,400</b>

<b>MARKETING/ADVERTISING:</b>					
Media placement including print, internet advertising, radio	\$13,771	+	\$8,823	=	\$22,594
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$13,771</b>	+	<b>\$8,823</b>	=	<b>\$22,564</b>

<b>TRAVEL:</b>					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>	+	<b>\$0</b>		<b>\$0</b>

<b>OTHER:</b>					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

<b>REGION/CVB PROJECT TOTAL</b>	<b>\$14,671</b>	+	<b>\$11,323</b>	=	<b>\$25,994</b>
-------------------------------------	-----------------	---	-----------------	---	-----------------